

Publicity Trumpets Over Svetlana Seek to Drown Clamor Against War

By MIKE DAVIDOW

THE CIA, State Department and Harper & Row Publishing Co. are merchandizing Svetlana Alliluyeva, Stalin's daughter, for all she's worth and she appears to be worth plenty to all concerned. The staid, roomy only klieg-lit press conference in the plush Plaza Hotel was just what the doctor (of the CIA ordered) to get the headlines off the mounting protests in the country, including the U.S. Senate against the latest and most dangerous escalation of the war in Vietnam by the Johnson Administration.

What more could be hoped for than the spectacle of Stalin's daughter gushing over her "new freedom" in the U.S. at a time when Nobel Prize winner Linus Pauling declared he was "ashamed to be an American" because of the barbarous acts of his government in Vietnam, and a half-million Americans had just paraded their shame and protest. But Mrs. Alliluyeva hardly identified herself with such Americans. It was as if for her the "ugly America" against which the most patriotic Americans were speaking out did not exist.

Asked by a newsmen (all questions were submitted in writing) why of all the "free" world, including England, she chose the U.S., Mrs. Alliluyeva replied "perhaps I feel more sympathetic to the U.S."

One might have expected the brutal U.S. war against a small heroic country to evoke grim memories of Hitler's invasion of her country.

Mrs. Alliluyeva, notwithstanding George Kennan's "plea," is indeed an instrument and a valuable one at that, in the cold war against her homeland.

The World Journal-Tribune, April 23, noted that Joseph Goodwin, a high CIA official, stated that he believed she sensed the importance of being on free soil. It went on to say: "She had spent some weeks in India and some in Switzerland, but this was different. This was the United States, keystone in

the arch of free nations that had opposed her homeland."

How long the CIA has been tracking their "prize" is a matter for conjecture. Mrs. Alliluyeva,

in reply to a question revealed that her book written in 1963, was sent out of the Soviet Union two years ago "with the help of our Indian friends." At any rate five hours after she approached the U.S. Embassy in India, on the evening of March 6, the New York Times, April 22, reported she was "bound for Rome. With a Russian speaking officer of the Central Intelligence Agency, Robert F. Ray, accompanying her."

Incidentally, it was apparent at the conference that the publication and wide sale of her book figured greatly in her decision to come to the U.S.

The CIA apparently was aware of this and it is not accidental that a prominent publishing house is serving as Mrs. Alliluyeva's counsel. The press conference in fact, with the State Department officials hovering over them, was presided over by Edward S. Greenbaum, lawyer for Harper and Row, who will publish Mrs. Alliluyeva's book Oct. 16, and his assistant, Alan H. Schwartz, of Hill

To get the exclusive publishing rights to Mrs. Alliluyeva's book which is expected to gross millions in itself quite a plum. Incidentally, Harper and Row recently published another great money-maker, The Death of a President. At any rate, Greenbaum emerged as Mrs. Alliluyeva's advisor as a result of a remarkable series of coincidences involving "old friends."

The New York Times, April 22, reported that an unidentified "old friend" from Government and press circles, and previously known to Mrs. Alliluyeva, called his "old friend," Greenbaum, who he thought would "be the ideal counsel to Mrs. Alliluyeva."

Greenbaum's law firm incidentally, includes Morris L. Ernst, one of the nation's bitterest and most persistent anti-Communists.

The conference, supervised by Hill and Knowlton, press representatives for Mrs. Alliluyeva's advisers imparted the skillful Madison Ave. touch to the day's proceedings. The accent was on the "soft sell." After all, the product, the professional merchandizers probably concluded, will "sell itself."

And the "product" projected such sincerity and starry-eyed illusions about her "flight to freedom" that she won a round of applause from hard-bitten free enterprise newsmen who never accorded such receptions to non-defecting citizens of socialist countries.

In the lobby and at the entrance of the hotel were assorted anti-communist refugees waiting to catch a glimpse of Stalin's daughter.

Soft sell or not they smelled the old cold war stew brewing at the Plaza.

It was evident in Mrs. Alliluyeva's response to the question whether "religion and the basic ideals of Communism are compatible" and can coexist, Mrs. Alliluyeva flatly replied "no" and said she didn't think "class struggle and revolution can go hand in hand with the idea of love."

This when a world dialogue has opened up between Communists and religious leaders.

It was evident in her indictment of the party, the regime and the ideology as a "whole" for the crimes committed under her father's dictatorial leadership against the party, the Soviet people and Marxist-Leninist ideology.

It was evident in the fuel she added to the anti-Soviet campaign being conducted among the Jewish people in the U.S. when she spoke of "restrictions" imposed on Soviet Jews by universities.

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Finally, Mrs. Amiluyeva forever won the hearts of the leaders of the world of world imperialism when she declared "the idea of a class revolution which prohibits people to progress is a mistake."

That same night, at a conference brought to President Johnson, she ordered additional housing for the poor.

Mrs. Amiluyeva, who will net a million dollars in royalties from her book, estimated at about \$1 million, is already planning a sequel. And in keeping with free enterprise, benevolence she announced bequests to the orphans of Switzerland and the peasants of the Indian village of Kalakanar.

As this reporter left the conference, Mr. Greenbaum accompanied by an elated elderly lady who could not suppress her enthusiasm over Mrs. Amiluyeva's performance. "She handled herself marvelously," she exclaimed to Greenbaum in the tone of one praising a director on opening night. It was deserved praise.

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